

NEWS RELEASE

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Ministry of Attorney General
and Minister responsible for Multiculturalism

NEW HEALTHY LIVING CAMPAIGN AIMS AT IMMIGRANT HEALTH

PRINCE GEORGE – A joint ActNow BC and WelcomeBC campaign aimed at promoting healthy living among multicultural and immigrant communities in B.C. was launched at today's northern regional multicultural health fair by Attorney General and Minister responsible for Multiculturalism Wally Oppal and local MLAs Education Minister Shirley Bond, Agriculture and Lands Minister Pat Bell and John Rustad.

"Healthy eating and healthy lifestyles are key components to creating healthy communities," said Oppal. "The healthy living campaign will encourage newcomers to maintain their good health and take advantage of the many recreational activities available in their communities."

The initiative includes new posters and bookmarks encouraging healthy and active lifestyles for seniors and youth, a new English as a second language for adults (ELSA) curriculum on healthy living and a new, health-focused website. The Ministry of Attorney General worked in partnership with the Affiliation of Multicultural Service and Settlement Agencies of B.C. (AMSSA), ELSA Net, the B.C. Recreation and Parks Association, the Vancouver Coastal and Fraser Valley Regions of the Canadian Diabetes Association, SUCCESS and the Heart and Stroke Foundation of B.C. and the Yukon to develop the materials.

"The ActNow BC platform encourages British Columbians to lead healthier lives with increased physical activity and healthy eating," said Minister of State for ActNow BC Gordon Hogg. "This new healthy living campaign will assist British Columbians from all backgrounds in taking simple steps to better health."

"ELSA Net was excited to take part in this initiative and work with our provincial partners to promote healthy living amongst newcomers to B.C.," said Cathy Nesmith, executive director of ELSA Net. "We're very pleased with our curriculum and resource package and look forward to introducing this resource in our ELSA classes across the province."

The posters and bookmarks were developed in consultation with multicultural seniors and youth. They will be distributed to community libraries, schools, seniors' centres, recreational centres, settlement and multicultural agencies and neighbourhood houses throughout B.C. The new ELSA health-focused curriculum and teaching resources will be available online to all ELSA instructors in the province at: www.amssa.org/healthyliving.

WelcomeBC helps immigrants moving to British Columbia access existing and expanded services so they are better able to adapt to life in their new communities.

For more information on WelcomeBC, visit: www.ag.gov.bc.ca/immigration.

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ActNow BC works together with government ministries, the health sector and health promotion partners to deliver programs designed to encourage healthy choices by all British Columbians.

For more information on ActNow BC, visit www.actnowbc.ca

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